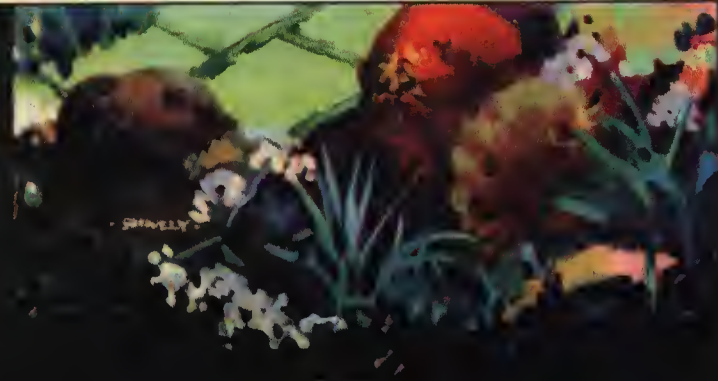




DECORATIVE SUGGESTIONS



a handbook
of
**COLOR
SCHEMES**
sent you by
PAINT
HEADQUARTERS



A Decorative Service

▲ THE margin between hoppiness and dissatisfaction with the decorating of a home is the amount of care bestowed upon the choice and arrangement of the colors used. This choice of colors should begin with your personal preferences and on this foundation the color scheme should be intelligently built up so as to make an interesting and livable series of rooms.

The selection of any particular color as the keynote for a room does not mean that the walls and all the principal surfaces in the room should be in this color—quite the contrary. Color in a room should be like the flavoring that intrigues your palate, or the perfume of a flower, something to be enjoyed, not overpowering or tiresome.

Sherwin-Williams Decorative Studios work with you or your architect or your painting contractor in developing the color scheme that fits your desires and your requirements, based upon the rugs, furnishings and drapes you now have. Let us help you.



Trade Mark
Registered

THE SHERWIN - WILLIAMS Co.

SHERWIN-WILLIAMS



Color Harmonies

THAT INDIVIDUALIZE YOUR HOME

▲ THE decorating is done. She had written to Sherwin-Williams Decorative Studios sending in the blue prints of the home and sending in her letter a complete description of the principal colors of rugs, drapes and furniture. The exposure of the room was not overlooked, either, because this influences the value of the color; also the number of windows, the present color of the woodwork and how it is to be finished, amount of foliage outside

and every other feature she felt would assist our decorators in planning a decorative scheme for her home which would be individual and represent her own taste. The decorating was highly successful because the color was planned. Our Decorative Studios will gladly help you, too. There is no cost or obligation. Simply provide blue prints or a pencil sketch and remember that the more complete your information, the better we can assist.



SHERWIN-WILLIAMS

SWP

House Paint

▲ A WELL PAINTED HOUSE IS ONE LUXURY THE OWNER OF THE MODEST HOME CAN AFFORD



▲ YOU look at your neighbor's house and observe whether he keeps it well pointed or not and unconsciously form an opinion as to how prosperous he may be and what kind of folks they are. This is the reason (and usually not because the house is going to fall apart if you don't paint it) why you drop into Paint Headquarters Store and tell the clerk you'd like to enquire

about SWP because "no applesauce can go on your house."

A well painted house is one luxury that even the owner of the most modest home can afford. In fact, a man would have to be pretty rich to really be able to stand the expense of the repair bills which follow along when a house is neglected and allowed to go without pointing.

The trouble has been that house painting has been too often considered as one of the expensive necessities and this has taken away most of the honest pleasure of dressing up the home in a clean Colonial Yellow, a cool Silver Gray or whatever your favorite color may be.

You decide to use the best paint on the market, of course, because you can't afford to paint oftener than necessary. But your real reason for using SWP will be that it gives you the highest-toned color schemes, far one thing, and because the color keeps its distinctive freshness for the long years after the painters have gone and are forgotten.

So paint with SWP Sherwin-Williams House Paint so as to enjoy your home more and to have and keep it in

the handsome colors you like best. SWP is the most durable and economical paint that can be made, costs less per job and wears longer than any other kind, either ready prepared or mixed by hand. It is made in one quality only and that is the very best. It is sold the world over by established agents.

In the manufacture of SWP we spare neither skilled workmanship nor the quality of materials used in making it the finest possible.

Our unusual facilities and our knowledge from over fifty years of experience enable us to manufacture a paint of greatest covering



capacity,
greatest
durability, and, therefore,
greatest economy.

SWP is prepared ready for use in a consistency as heavy as is ever required. Follow instructions for application carefully.



Porch and Deck Paint

KEEPS THE PORCH LOOKING WELL

▲ PORCH floors, and especially wooden steps, have a pretty tough time of it. That's why so many shabby porches are seen where the rest of the house may be in good condition.

You wouldn't scour your hands with gritty sand and road dirt... and you know how the wind chaps the hands if they're not dry... and yet both of these conditions, along with summer's blistering sun and winter's biting cold are but part of the porch's regular program!

So many porches have become warped and split. Portions are even half rotted out from beneath, as found upon ex-

amination. Such repairs cost money when a carpenter has to be called in. All of this, for the want of proper paint protection!

When new porch floors are laid the edges of the boards should be well primed. Prevent rotting on the under side by painting that too and provide good ventilation. Watch the priming coat, thin it carefully as directed because the paint must penetrate the wood well to prevent peeling off later.

S-W Porch and Deck Paint is made especially for this severe service. You will find it more than satisfactory.

Flat-Tone ▲ ▲ ▲ ▲ ▲ ▲

THE WASHABLE FLAT WALL PAINT



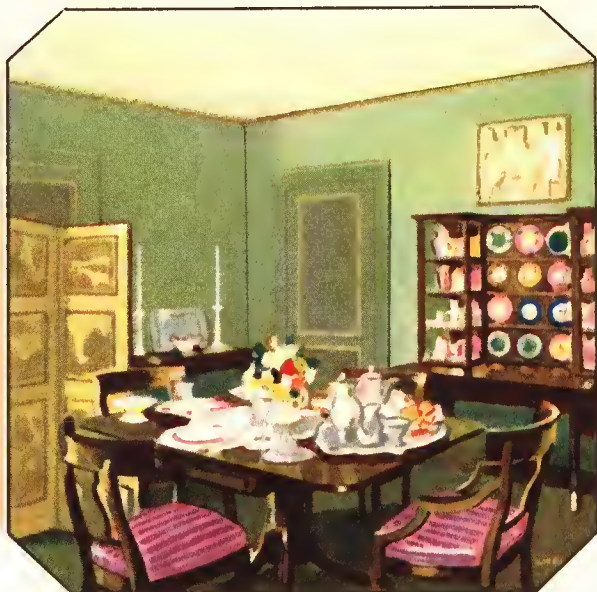
▲ WHAT a satisfaction to have beautiful walls that can be washed, walls which can be kept sweet, clean and sanitary! Flat-Tone walls stay beautiful. Winter's grime, children's finger marks, all disappear when Flat-Tone walls are washed with soap and water.

All kinds of walls look better finished in Flat-Tone, smooth plaster, sand finish or "spanish" textures; wall board (Upson or Beaverboard, Celatex, etc.), brick,

cement or hollow tile, wood, decorator's canvas or sized burlap all may be beautifully decorated in S-W Flat-Tone. Because it dries with a soft, velvety finish, Flat-Tone makes all surfaces which have texture more interesting.

S-W Flat-Tone not only provides a range of appropriate, attractive wall colors but makes possible a wide variety of various patterned or textured effects. These are most useful where there are smooth plaster walls





which are desired to be done in on interesting texture and still be as easy to wash and keep clean as are the simple Flat-Tone colors.

FLAT-TONE TEXTURED EFFECTS ARE "LIQUID WALLPAPER"

Rather an interesting thought, isn't it? For those who want to enliven the simple effect of plain, smooth plaster wall produces, Flat-Tone sponge stipple finishes and Flat-Tone Tiffany Gloze textures offer opportunities for beautiful walls found only in the most costly wall papers. These "liquid wallpaper" effects, as many have called them, have the special advantage of being washable with soap and water, and of course, these finishes would suffer no

damage from raining in at the window or from accidental leakage of radiators or water spilled on them from any other cause...even ink spots wash off! Many times a wall has been cracked or damaged in such a way that patching has left the wall with rough spots which would show up badly if finished in a perfectly smooth wall effect. In cases like this Flat-Tone Textured effects often work wonders in making the wall even and attractive.

The easiest Flat-Tone Texture effect is Multi-Color or sponge stipple work. The



wall is first coated with a plain Flat-Tone Color and then a sponge is used to print another contrasting color of Flat-Tone over this in a pleasing pattern. One, two or more different colors of Flat-Tone may be

printed over the background color. Come to Paint Headquarters, where our large Decorative Suggestion Book gives you ever so many ideas for stippling Flat-Tone to produce "liquid wall-paper" effects which will harmonize with any desired decorative scheme you wish to carry out.

And now, just a few words about Flat-Tone, itself. It is an oil paint made to dry to a velvety lustre. It doesn't dry dead flat, for, if it did, you couldn't wash it. Flat-Tone has many, many friends amongst professional painters for the following reasons:

1. It spreads with greatest ease and holds a "wet edge" which enables them to coat large ceilings

without showing laps. 2. It is unusually opaque and hides the old surface perfectly. 3. It is famous for the way it levels out so that brush marks do not show. You will like it, too, for the pleasing range of soft, agreeable colors in which Flat-Tone comes. In this little book we have tried to suggest the tasteful quality of a room decorated in Flat-Tone. Painted walls are always an indication of individuality. Walls done in Flat-Tone are most economical, too, because they

can be washed year after year when house cleaning is done.

We invite you to Paint Headquarters for suggestions. We can help you plan your painting work.



S-W FLAT-TONE

The Washable Flat Wall Paint . . . Makes Permanently Beautiful Walls



S-W ENAMELOID

The Decorative Enamel (Rapid Drying)

Works Right

Dries Right

Wears Right



S-W SEMI-LUSTRE

A Washable Finish

For Kitchen, Baths and Laundry



See Complete Color Cards at Paint Headquarters

YOU WILL FIND YOUR FAVORITE COLOR AT PAINT HEADQUARTERS



As Paint Headquarters We Can Give You A Real Paint Service

▲ YOU might as well enjoy painting, for painting is a pleasure when you use the right finishes. Helping to make your painting successful is our job; that's what we are here for—not merely to sell you a can of paint! What you are interested in is how to make your home more enjoyable.

Being Paint Headquarters is quite a responsibility. It means more than just to carry the best paint. In our store you will find us specializing in point. Come in and see our splendid suggestion book just waiting to help solve any paint problem that may be puzzling you, color schemes, decorative ideas and helpful hints all prepared

by decorative experts of the SHERWIN-WILLIAMS COMPANY. For all important work use Sherwin-Williams Finishes and hire a good painter.



See Complete Color Cards at Paint Headquarters



RAPID DRYING

E NAMELOID ▲

THE DECORATIVE ENAMEL

WORKS RIGHT · DRIES RIGHT · WEARS RIGHT

▲ YOU will like Enameloid because it is so easy to brush out to a full, rich, even film . . . plenty of time to brush it right.

An artist could paint a picture with Enameloid. All the colors are there, pure, rich and clean toned. You will find your favorite color in the complete Enameloid Color Card at Paint Headquarters.

The number of soft in-between tints you can produce by intermixing the colors of Enameloid is endless. Green, Yellow, Carmine and Blue produce

delightful pastel shades when used to tint Enameloid White.

There are a thousand and one uses for Enameloid about the home. On woodwork it is as practical and as long-wearing as it is handsome. Its snappy, attractive colors make toys a delight to a kiddy's heart . . . and it stands up under "toy punishment" amazingly well. It seems "made to order" for breakfast and bedroom furniture because these are largely home-decorated pieces and, while not foolproof, it permits one to "work it out" easily.





Enjoy the thrill of making an individual tint or color scheme which your friends and neighbors do not have. The complete color card and Decorative Suggestion Book at Paint Headquarters will supply you with a wealth of ideas.

If you were to look at Enameloid under a magnifying glass you would be impressed by the tightness of the protective film Enameloid provides. This is a most important feature to have because it means that there will be no place on an Enameloid surface for disease germs to lodge. When you wash off an Enameloid table

or toy with soap and water you know that it is clean and sanitary. This is the first consideration of every mother, that her little ones be protected in every way possible from sickness and disease.

Years ago it was popular to varnish the woodwork in kitchen and bath. Such rooms grow dingy as time darkens the woodwork. Brighten these rooms with Enameloid.

Enameloid is a perfected finish, it Works Right ... Dries Right ... and IT WEARS RIGHT. Painters like Enameloid because they can do better work with it...you will like it, too, for the beauty of its finish.





Household Painting Guide

For Painting, Varnishing, Staining and Enameling

IMPORTANT: Each of the products specified below bears our name and trade mark



	TO PAINT Use product named below	TO VARNISH Use product named below	TO STAIN Use product named below	TO ENAMEL Use product named below
AUTOMOBILES	S-W Auto Enamel	S-W Auto Enamel Clear		S-W Auto Enamel
AUTOMOBILE TOPS, SEATS	S-W Auto Top Dressing S-W Auto Seat Dressing			
BARNs, SILOS, OUT- BUILDINGS, Etc. . .	S-W Commonwealth Paint S-W Roof & Bridge Paint		S-W Preservative Shingle Stain	
BRICK	SWP House Paint S-W Concrete Wall Finish			S-W Old Dutch Enamel S-W Enamelastic
CEILINGs, Interior . .	S-W Flat-Tone S-W Semi-Lustre	S-W Scar-not Varnish	S-W Handcraft Stain S-W Flo-Lac	S-W Enameloid S-W Enamelastic
Exterior . .	SWP House Paint	S-W Rexpar Varnish	S-W Oil Stain: for new wood	S-W Old Dutch Enamel
CONCRETE . . Walls Floors	S-W Concrete Wall Finish S-W Floor Enamel			
DOORs, Interior . .	S-W House Paint	S-W Scar-not Varnish: gloss S-W Velvet Finish Var- nish No. 1044; dull	S-W Flo-Lac	S-W Enameloid S-W Enamelastic
Exterior . .	SWP House Paint	S-W Rexpar Varnish	S-W Oil Stain	S-W Old Dutch Enamel
FENCEs, Wood . . .	SWP House Paint		S-W Preservative Shingle Stain	
Metal . . .	S-W Metalastic — iron or wire only S-W Roof & Bridge Paint		POSTS S-W Carbolic-ol	
FLOORs, Interior (wood)	S-W Floor Enamel	S-W Mor-not Varnish	S-W Flo-Lac	S-W Floor Enamel
Concrete . .	S-W Floor Enamel			S-W Floor Enamel
Porch	S-W Parch & Deck Paint			
FURNITURE, Indoors . .	S-W Enameloid	S-W Scar-not Varnish	S-W Flo-Lac	S-W Old Dutch Enamel S-W Enameloid
Porch	S-W Enameloid	S-W Rexpar Varnish	S-W Oil Stain: for new wood	S-W Old Dutch Enamel S-W Enameloid
HOUSE OR GARAGE Exterior . .	SWP House Paint	S-W Rexpar Varnish	S-W Preservative Shingle Stain	S-W Old Dutch Enamel
IMPLEMENTS, TOOLS, TRACTORs, TRUCKs, WAGONs	S-W Wagon and Imple- ment Paint	S-W Rexpar Varnish		
LINOLEUM (Printed) . .	S-W Floor Enamel	S-W Mar-not Varnish		S-W Floor Enamel
RADIATORs	S-W Flat-Tone S-W Aluminum or Gold Paint			S-W Enameloid
Shingle	S-W Roof & Bridge Paint		WOOD SHINGLES S-W Preservative Shingle Stain S-W Carbolic-ol	
ROOFs, Metal Composition	S-W Metalastic S-W Ebonol or S-W Liquid Roof Cement			
SCREENs	S-W Screen Enamel			S-W Screen Enamel
WALLs, Interior	S-W Flat-Tone S-W Semi-Lustre			S-W Old Dutch Enamel S-W Enameloid
WOODWORK, Interior	SWP House Paint: gloss S-W Semi-Lustre S-W Flat-Tone: flat finish	S-W Scar-not Varnish S-W Velvet Finish Var- nish No. 1044; Dull	S-W Handcraft Stain S-W Oil Stain S-W Flo-Lac	S-W Old Dutch Enamel S-W Enameloid

For removing Paint and Var-
nish use Taxite—quick—easy
thorough—economical—can
be used by anyone—on any
surface.

THE SHERWIN - WILLIAMS Co.

For Cleaning Painted and
Varnished Surfaces use Flax-
aap. Made from linseed oil—
contains no free alkali—re-
stores original lustre.

PORCH & DECK PAINT

Best for Appearance
Under Wear and Tear



69 Dark Gray



48 Gray Stone



51 Dark Slate



50 Brown Stone

FLO-LAC

Stains and Varnishes in one
Operation



Ex. D'k Mahog'y



Walnut



Golden Oak



Dark Oak

FLOOR ENAMEL

For Interior Wood and
Concrete Floors



384 Oak



378 Mahogany



356 Gray Stone



487 Gray

Looks Best, Wears Longest, Costs Less by the Job

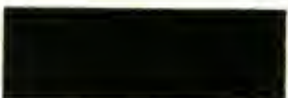
SHERWIN-WILLIAMS SWP HOUSE PAINT



496 Ivory



363 Slate



498 Moss Green



357 Silver Gray



460 Apple Green



375 Colonial Yellow



486 Golden Brown



499 Antique Brown

ROGERS BRUSHING LACQUER

Dries While You Wait



Ivory



Chinese Red



Indian Yellow



Carmine



Sahara Sand



Stem Green



Rich Blue



Rich Wine



Lettuce



Oak

See Complete Color Cards at Paint Headquarters

Flo-Lac

STAINS AND VARNISHES IN ONE OPERATION

▲ THE grain of the wood is preserved with Flo-Lac. It stains and varnishes your golden oak pieces to match the newer walnut and mahogany furniture. Or if you have some old pieces which are just as good as new, except that the finish appears faded . . . a coat of Flo-Lac makes them fresh, new and attractive once more.

In making Flo-Lac we use our very best, toughest and most durable varnish and into it we grind the richest and the most permanent, non-fading colors known. We make it so good that you can put it on your floors and on your window sills . . . the hardest spots in the home to keep looking well . . . and know that you are using the very best finish you can buy for the purpose.



Have you any pointed or badly discolored wood floors you would like to do over to look like hardwood? Or have you printed linoleum with the pattern badly worn but the material still firm and in good condition?

Then Flo-Lac Ground Color will hide the old surface and Flo-Lac varnish stain will provide the color and the durable, water resisting finish. At Point Headquarters we can tell you exactly how to do this in the best and most economical way.

Remember that there is always a certain type of finish that will accomplish your purpose better than any other. Let us help you get the effect you desire.



Floor Enamel

SUPPLIES THE DECORATIVE NEED FOR COLOR ON FLOORS



▲ USE S-W Floor Enamel wherever a colored floor is desired. It is intended for new or old softwood or hardwood floors, interior concrete or cement floors and for printed linoleum where the pattern is worn but the body firm and not cracked.

Folks used to resort to floor paint when the floors were in too bad condition to finish in any other way. Newer decoration has changed all this. Rooms need color on the floor just as much as they do on the walls.

Reclaim your basement and attic rooms, make them cheery and liveable by giving the floors two coats of Floor Enamel and dress the walls with Semi-

Lustre. They make ideal recreation rooms for the entire family. Use it in the laundry also.



Rogers Brushing Lacquer

DRIES WHILE YOU WAIT

▲ THIS guaranteed lacquer will give you either an enamel finish or a clear "varnish" finish that "Dries While You Wait." You can use Rogers on any interior surface you would paint and on many surfaces where you can't use paint. You can lacquer paper, leather, cloth, metal or glass articles as well as furniture, woodwork, floors and every kind of bric-a-brac, such as picture frames, household utensils and toys.

Lacquer your floors and use them again in half an hour. Pin back the curtains and lacquer the window sills. They will dry before the curtains can wrinkle.

Lacquer the stairway, read the evening paper, and walk up over the new finish when you're ready to go to bed. Lacquer the table, prepare the meal and serve it on the new finish.

Put the kiddies to bed for their afternoon nap, lacquer their toys and they will be ready, brilliant, sanitary and enjoyable all over again when the kiddies awake.

The great big out-

ing thing that has made Rogers so popular is that there is no sticky surface to catch the dirt or to cause mischief. "It Dries While You Wait." Your bathroom or kitchen floors do not have to be out of commission waiting for the finish to dry. You can finish things easily and conveniently with Rogers which would otherwise have to go unfinished.

Rogers Brushing Lacquer is the same kind of finish that is used on all fine automobiles today, but automobile lacquers must be sprayed on. We make Rogers-



ers so that the amateur can apply it with a brush. It dries fast . . . but not too fast to permit easy brushing because so little brushing is required.

NEW ROGERS VOGUE FINISHES

With the iridescent glisten of richest brocade



and the lustre of ▲ mother-of-pearl Rogers Vogue Finishes respond to even the amateur's touch and when used in panel or ornament will raise the humblest piece of furniture out of mediocrity.

Four Vogue Colors are provided, Sun Glow, Fire Glow, Platinum Tone and Foxy Green. They come in the famous oriental can which is, however, made

in two compartments so that the dry powder may be mixed when ready for use and thus retain all its wondrous lustre.

The color samples inside the folder cannot do justice to the beauty of Rogers Brushing Lacquer Vogue Finishes but will serve to assist you in selecting the color combinations you want.

Use Rogers Brushing Lacquer for shoes and leather goods. Simply wash the leather carefully with R. B. L. Thinner to remove shoe polish, wax, grease or dirt. Any color of Rogers Brushing Lacquer may be used. Thin the lacquer 25% with Rogers Brushing Lacquer Thinner and add to each $\frac{1}{4}$ pint $1\frac{1}{2}$ to 2 teaspoonfuls of castor oil. Brush on thin coat. Let dry between coats. Polish with a cloth. Lacquer the bottom of the soles with Oak color and the edges with Black or Brown.



A. W. METZGER & CO.

Phone 234

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OREGON

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of
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SCHEMES**
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